FEDERAL TRADE COMMISSION

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Mr. SATTERFIELD. Would it surprise you if I told you that the Surgeon General when he was here stated that they could not state what level was an accepted level? And I assume this is what we would need for a test: isn't it?

Mr. DIXON. This is the 1 milligram statement that you are referring to, sir. I know that there will be a problem here of significant differences, but in the report of the tests that we have made thus far, there is a wide range.

Mr. SATTERFIELD. What standard would you accept in the Federal Trade Commission, as the proper standard that the public could apply to the printing on the pack of a cigarette, of the tar and nicotine content of the cigarette?

Mr. DIXON. I would support the publication of the actual content as determined by the tests which we are now making.

Mr. SATTERFIELD. You mentioned on page 5 the standard which you felt should be imposed. As a matter of fact, you said that you favored the mandatory disclosure of tar and nicotine as measured by a standard test.

Mr. DIXON. The standard test is the test that we published in the Federal Register before we started making the test. It is the Cambridge filter method test as slightly amended and changed, sir.

Mr. SATTERFIELD. You are referring then to how you arrive at the number that you put on the pack?

Mr. DIXON. That is correct, sir.

Mr. SATTERFIELD. Don't you think it might be significant for the public to know what level is dangerous and what level may not be, or what level might be acceptable or what might not be?

Mr. DIXON. I don't think that has been determined yet, sir. I think that the preponderance of scientific evidence is that it is all dangerous. The only thing we were trying to point out here was, by the test let it be said the amount of tar and nicotine in a cigarette.

I have heard it said too many times that if you are to smoke that you would be far better off if you would smoke longer butt lengths, smoke a cigarette with less tar and nicotine, and smoke less. Now this does not say that even smoking a low tar and nicotine is completely safe. It might be said it is safer, as I would understand it, sir.

Mr. SATTERFIELD. Wouldn't this lead to the conclusion by the public that those cigarettes that had a lower value of tar or nicotine would be safe, whereas those that had a higher level would not be? Isn't this exactly what the FTC objected to in the fifties?

Mr. DIXON. I would say it would lead someone to logically say that they are less dangerous, not safe.

Mr. SATTERFIELD. You do not contend that tar and nicotine are the real agents in cigarettes that produce cancer and the other things that we have been hearing about?

Mr. DIXON. I think that the Surgeon General's report and the scientific evidence that is available to us at the moment, broadly speaking, indict these as the principal agents, not all of the agents, but the principal agents.

Mr. SATTERFIELD. I have no other questions at this time, Mr. Chairman. I will have some more later.

The CHAIRMAN. Mr. Springer.

Mr. SPRINGER. Mr. Ch

Mr. DIXON. Yes, sir.

Mr. SPRINGER. "An est year." Are you saying th due to cigarette smoking?

Mr. DIXON. No, sir.

Mr. SPRINGER. I just w which I thought were acc cancer which showed 20. National Institutes of H esophagus, and the lungs, that there are more death are bad statistics, good st to be sure which ones we a

Mr. DIXON. I am told 300,000 are related to ciga

Mr. SPRINGER. Can you throat and lung.

Mr. DIXON. No; I can HEW. If they are wrong broken down from them.

Mr. SPRINGER. I was ju I am not doubting your st esophagus——

Mr. DIXON. May I bre them to you, sir?

Mr. SPRINGER. All righ record?

Mr. DIXON. I will furnis

Mr. SPRINGER. All righ Chairman, if it suits your p

The CHAIRMAN. It is.

Mr. SPRINGER. To be su diseases are due to which, never seen any figures like

(The following informa

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Five years after the Americ smoking and health, cigarette by over one billion cigarettes adults, we have increased evi smoking and fewer teenagers in 1964, is graver today. To s has canceled many of the health

Deaths and diseases a socia 1964 there were nearly 46,000 over 50,000. Five years ago Americans: twice that numbe Cigarette smoking contributes 345,000 deaths from this disea

[1] Source: Annual Report of the Year 1968 (Secretary's Introductio

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